



THE FINE WINE MARKET

CRM Marketing Manager

Location: Borough, London

Competitive salary dependent on experience. Company performance-related bonus, healthcare insurance & wellbeing benefits.

Exciting opportunity for a talented and enthusiastic marketer to take our digital marketing forward as we continue to scale the business.

Liv-ex is the global marketplace for the wine trade, with over 550 members worldwide. We offer business services that span trading, data, fulfilment and automation technology to a diverse group of wine businesses – from ambitious start-ups to established merchants.

Our goal is to make fine wine trading more transparent, efficient and safe for the benefit of our members and the market as a whole. We are hard-working, committed yet informal, energetic and action oriented.

Founded in 2000, Liv-ex has grown to serve a growing number of merchant members with a broadening range of services. We help clients and other stakeholders to better understand the fine wine market and identify opportunities to profit.

Summary Purpose

We are looking for a talented marketer with extensive hands-on experience managing both HubSpot CRM/Sales/Marketing and WordPress. You'll play a leading role in how we adapt and evolve our current set-up. You'll bring ideas and experience from your current or previous roles, and help us capture, nurture, qualify and handle a better quality and quantity of leads. You'll help us improve our account management and customer marketing activities. Reporting to the Director of Marketing, you'll work closely with our commercial, technical and data teams to drive us forward on our journey towards digital marketing transformation..

Responsibilities

- Setting (with input from stakeholder) the CRM strategy for Liv-ex and implementing it
- Be the internal champion for CRM and work with teams to ensure we're getting maximum value from it including usage, data integrity and third-party data integrations
- Lead on email marketing best practice

- Identify and execute (with Tech Team) ways to improve WordPress site performance and conversion

Knowledge, Skills and Experience

Essential

- Strong track-record in HubSpot; Sales pipeline management, marketing automation etc
- High proficiency in WordPress, Google Analytics etc
- Numerate, analytical and organised with strong attention to detail
- Confident communicator
- Collaborative problem-solver in a technical capacity

Desirable

- Wider digital marketing tools/tactics like SEO, PPC, social media
- Interest in financial markets or wine
- Experience at a B2B membership/subscription/marketplace/SaaS business

To apply, please send a copy of your CV with a cover letter to outline why you are interested in this opportunity to our HR team at clientresourcing@strattonhr.co.uk.